

Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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P 070104Z OCT 75

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC PRIORITY 7353

UNCLAS HONG KONG 11847

E.O. 11652: N/A

TAGS: OTRA OVIP HK

SUBJECT: AMERICAN FORTNIGHT - FAREAST TRIP OF ASSISTANT SECRETARY
TRAVIS E. REED

REF: STATE 22650; HK 11349; STATE 234829

1. IN ACCORDANCE WITH SPEECH SCHEDULE SET OUT IN HK11349,
THERE FOLLOWS SUGGESTED TEXT FOR ASSISTANT SECRETARY REED'S
REMARKS AT OPENING OF INDUSTRIAL EXHIBITION AT FURAMA HOTEL
ON MONDAY OCT. 20.

BEGIN TEXT:

I AM DELIGHTED TO BE IN THIS GREAT ORIENTAL CITY AND BOTH
PROUD AND PLEASED TO HAVE THE OPPORTUNITY TO ADDRESS YOU
TODAY AT THE OPENING OF ONE OF THE MAJOR EXHIBITS OF THE
AMERICAN FORTNIGHT 1975. I HAVE JOURNEYED FROM WASHINGTON
TO HONG KONG TO DEMONSTRATE SUPPORT FOR, AND INTEREST IN,
THE AMERICAN FORTNIGHT ON THE PART OF THE UNITED STATES
GOVERNMENT IN GENERAL AND THE UNITED STATES DEPARTMENT OF
COMMERCE IN PARTICULAR.

THE AMERICAN FORTNIGHT IS EASILY THE UNITED STATES' LARGEST
TRADE PROMOTION IN EAST ASIA THIS YEAR AND THIS INDUSTRIAL
EXHIBITION WHICH LIES BEFORE YOU IS AT THE VERY HEART OF THE
AMERICAN FORTNIGHT. IT IS A MAJOR UNITED STATES EFFORT TO
GIVE HONG KONG AN OPPORTUNITY TO LEARN DIRECTLY ABOUT THE
HIGH QUALITY AMERICAN PRODUCTS WHICH ARE AVAILABLE TO YOU AS
YOU PRESS ONWARD TO MEET THE CHALLENGE OF THE INDUSTRIAL
DEVELOPMENT OF HONG KONG.

THIS EXHIBITION'S 39 EXHIBITORS WITH THEIR THOUSANDS OF
PRODUCT LINES INDEED PROVIDE MUCH THAT IS WORTHY OF

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YOUR INSPECTION. THERE ARE DESIGN CONSULTANTS AND BUILDING

MATERIALS TO BE CONSIDERED AS HONG KONG RESUMES ITS CONSTRUCTION BOOM. THERE ARE FINE ANALYTICAL INSTRUMENTS FOR HONG KONG'S LABORATORIES. WHETHER YOU EXPORT CLOTHES FOR THE WORLD MARKET OR IMPORT AND EXPORT MODEST AMOUNTS OF GOODS - THERE ARE SOURCES OF SUPPLY AND METHODS OF IMPROVING YOUR BUSINESS OPERATIONS DISPLAYED HERE WHICH ARE NEW, PRACTICAL, AND ECONOMIC. WE ARE PROUD OF THIS EXHIBITION AND ARE SORRY THAT LIMITATIONS ON SPACE PREVENTED US FROM INCREASING THE NUMBER OF BOOTHS IN RESPONSE TO THE EXHIBITOR INTEREST WHICH SOLD OUT AVAILABLE SPACE AT AN EARLY DATE.

TRADE FAIRS ARE ONE OF THE OLDEST FORMS OF INTERCHANGE BETWEEN NATIONS - OLDER THAN EMBASSIES AND CONSULATES. THE AMERICAN FORTNIGHT IS A TRADE FAIR, A COMBINATION OF ENTERTAINMENT AND COMMERCIAL EXHIBITS, WHICH IS BROUGHT TO HONG KONG AT A TIME WHEN THIS GREAT COMMERCIAL CENTER IS ITSELF CLIMBING OUT OF THE TROUGH OF RECESSION. THE AMERICAN FORTNIGHT HAS BEEN BROUGHT TO HONG KONG AS AN INDICATION OF OUR FAITH IN HONG KONG'S FREE-TRADING FUTURE AND AS A SYMBOL OF THE DETERMINATION OF THE UNITED STATES TO STRENGTHEN ITS TRADING RELATIONSHIPS WITH THIS VERY IMPORTANT PART OF THE WORLD.

IT GIVES ME GREAT PLEASURE TO WELCOME YOU TO THE INDUSTRIAL EXHIBITION OF THE AMERICAN FORTNIGHT. WE ARE PLEASED THAT YOU COULD BE WITH US AND WE WELCOME YOUR COMMENTS ON OUR EFFORTS TO BE OF SERVICE TO YOU.
THANK YOU. END TEXT

2. SUGGESTED BASIC THEME FOR SECRETARY REED'S
OPENING OF DRAGON SEED AT 3:30 PM OCTOBER 19,
SINCERE DEPARTMENT STORE ON MONDAY OCT 20 AT 2 PM
AND MODE ELITE AT 3:30 PM ARE AS FOLLOWS:
BEGIN TEXT - IT IS A GREAT PLEASURE FOR ME TO
FINALLY REACH HONG KONG, A CITY WHICH I HAVE LONG
ADMIRE AS THE GREAT OPEN PORT AND FREE-TRADING
COMMUNITY OF EAST ASIA. I REALIZE THAT THE CHINESE
ARE ONE OF THE OLDEST AND MOST SUCCESSFUL TRADING
GROUPS IN THE LONG HISTORY OF WORLD COMMERCE. THE
GREAT TRADITION OF THE INDIVIDUAL CHINESE MERCHANDISING
EFFORT HAS BEEN CARRIED FORWARD INTO THE REALM OF GENERAL
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MERCHANDISING WHICH IS SO BEAUTIFULLY EXEMPLIFIED BY THIS
FINE DEPARTMENT STORE. IT IS, THEREFORE, A DISTINCT
PLEASURE AND PRIVILEGE FOR ME TO OPEN THIS EXHIBIT OF
AMERICAN PRODUCTS AT (SINCERE) AS PART OF THE MASSIVE
UNITED STATES PROMOTION KNOWN AS THE AMERICAN FORTNIGHT.
THE HISTORY OF THE SALE OF AMERICAN GOODS ON THE WESTERN
RIM OF THE PACIFIC IS LONG AND NOTEWORTHY. AS I LOOKED
TODAY AT THE TIMELESS, GRACEFUL SPECTACLE OF JUNKS UNDER

FULL SAIL, LOADED WITH GOODS AND PLYING THE WATERS OF YOUR BROAD HARBOUR, I WAS REMINDED OF THE DAYS OF THE CLIPPER TRADE WHEN THESE GREAT AMERICAN SAILING VESSELS, CRAMMED WITH THE PRODUCTS OF THE YOUNG REPUBLIC, SET NEW RECORDS IN SPEED AND EFFICIENCY OF SERVICE TO THE MARKETS OF ASIA. LOOKED AT FROM THIS PERSPECTIVE, IT SEEMS ALTOGETHER FITTING THAT AN OFFICIAL OF THE UNITED STATES DEPARTMENT OF COMMERCE SHOULD BE PRESENT AT THE GRAND OPENING OF A DISPLAY OF UNITED STATES CONSUMER PRODUCTS IN A GREAT HONG KONG DEPARTMENT STORE.

YOU WILL SEE HERE ON DISPLAY IN THIS STORE TODAY SOME OF THE FINEST OF OUR AMERICAN PRODUCTS. WE ARE PROUD TO BRING THESE TO THE ATTENTION OF THE HONG KONG CONSUMER. IN DOING SO, WE ARE NOT SUGGESTING THAT AMERICAN PRODUCTS SHOULD BE BOUGHT TO THE EXCLUSION OF ALL OTHERS. WE ARE PLEASED, HOWEVER, TO MAKE OUR AMERICAN CONTRIBUTION IN ACCORD WITH THE POLICY OF THIS STORE, AND THE TRADITION OF CHINESE MERCHANDISING, THAT THE CUSTOMER HAS THE RIGHT TO EXAMINE A VARIETY OF GOOD PRODUCTS UNTIL HE CAN FIND A COMBINATION OF QUALITY AND PRICE THAT SUITS HIM.

WE ARE GRATEFUL TO THE PROPRIETORS OF THIS STORE FOR PROVIDING US AN OPPORTUNITY TO DISPLAY THESE AMERICAN PRODUCTS AND BELIEVE THAT THIS PARTICIPATION IN THE AMERICAN FORTNIGHT WILL ENHANCE THE STORE'S IMAGE OF QUALITY MERCHANDISING, JUST AS IT HELPS TO BUILD TRADE BETWEEN THE UNITED STATES AND HONG KONG.

I WOULD LIKE TO TAKE THIS OPPORTUNITY TO WISH THE PUBLIC GOOD SHIPPING AND THE STORE GOOD BUSINESS. BOTH ARE SURELY PART OF THE HONGKONG MERCANTILE TRADITION. THANK YOU VERY MUCH. END TEXT
VARIATIONS CAN BE MADE FOR EACH STORE'S OPENING.

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3. RE PARA 3 OF STATE 234829: IT WAS VERY KIND OF ASSISTANT SECRETARY REED TO OFFER TO HOST DINNER PARTY OCTOBER 20. HOWEVER, CONSUL GENERAL WENT AHEAD WITH PLANS (PARA 2, HONG KONG 11349) TO GIVE DINNER THAT EVENING FOR SEVERAL LOCAL BUSINESS LEADERS. MR. REED WILL, OF COURSE, BE GUEST OF HONOR AND MR. GLASSFORD IS CORDIALLY INVITED.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TEXT, SPEECHES
Control Number: n/a
Copy: SINGLE
Draft Date: 07 OCT 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975HONGK11847
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750347-0463
From: HONG KONG
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751075/aaaacouq.tel
Line Count: 162
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 22650, 75 STATE 234829
Review Action: RELEASED, APPROVED
Review Authority: buchant0
Review Comment: n/a
Review Content Flags:
Review Date: 13 NOV 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 NOV 2003 by ThomasVJ>; APPROVED <21 JAN 2004 by buchant0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: AMERICAN FORTNIGHT - FAREAST TRIP OF ASSISTANT SECRETARY TRAVIS E. REED
TAGS: OTRA, OVIP, HK, (REED, TRAVIS E)
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006